

Changyu: Leader in China's chateau wine

By ZHAO RUIXUE and WANG QIAN in Yantai, Shandong province

When China's first coastal chateau for wine was built in Shandong province 10 years ago, few people understood why Changyu Pioneer Wine Co spent such a great sum of money to build it.

Now, Chateau Changyu-Castel's achievements as a production site for premium wine have prompted other domestic vintners to build their own chateaus in China's major grape-growing areas, proving the company's foresight into the Chinese wine industry.

"Wine chateaus are the basic prerequisite for premium wine, so Changyu is building chateaus in different kinds of grape-growing areas to further sharpen its competitive edge in this sector," said Zhou Hongjiang, general manager of the company.

The management of the Yantai-based Changyu company were inspired to build chateaus across China after an analysis of the wine industry in France, where more than 80,000 wine chateaus play an important role in forging the country's reputation as global wine heavyweight.

Changyu built its first chateau in 2002 in cooperation with the Castel Group, headquartered in Bordeaux, France. Blessed with sea, sand and sun, the chateau is an integration of winemaking, sightseeing and recreation.

Encircling the chateau is a 135-hectare grape-growing region capable of producing enough grapes to make 3,000 tons of wine. Under the chateau is a 2,700 square meter cellar, where hundreds of oak barrels are lined up.

Stored for at least three years in oak barrels imported from France, the Cabernet Gemischt

wines made at the chateau are colored deep ruby red and taste mellow and soft, giving them a lasting fragrance.

This wine, integrating Chinese and French manufacturing techniques, has drawn interest from hundreds of enterprises and organizations, making it the bestseller among the chateau's wine lineup.

Expansion of chateaus

"The success of Chateau Changyu-Castel has put Changyu on the track of developing chateau wine," said Li Jiming, Changyu's chief engineer, who has a doctorate in viticulture.

To date, Changyu has built six chateaus while expanding its grape farms. Three of the six chateaus are already opera-



Li Jiming, chief engineer of Changyu

tional, and the other three are expected to open in the second half of this year — Chateau Changyu Baron Balboa in Xinjiang Uygur autonomous region, Chateau Changyu Moser XV in Ningxia Hui autonomous region and Chateau Changyu Reina in Shaanxi province.

Li said wines made in the six chateaus have different target markets. Some will be destined for home dinner tables, while others will be served at national banquets, and the finer varieties can be collected as an investment.

These chateau wines are Changyu's most competitive products, boasting an annual average growth of 45 percent in yearly sales since 2008.

However, Li emphasized that not all the chateaus wines can be rated as premium right now. That explains why the company has chosen to team up with the world's most-prestigious chateaus.

In 2007, with the participation of vintners from France, the United States, Italy and Portugal, Changyu spent 500 million yuan (\$78.67 million) to establish the castle of Chateau Changyu AFIP Global in Beijing's Miyun county.

The Gothic castle features classic European-style picturesque scenes. In addition to winemaking, it is also used for sightseeing, training and holding conferences.

The castle is favored by global wine industry elites, such as Robert Tinlot, now the honorary head of the castle and also the honorary president of the International Organization of Vine and Wine, known as OIV for short.

The current president of OIV, Yves Benard, visited the castle in 2009 and said the cabernet sauvignon made there has set an example for international-class chateau wine.

Now, wines made in the castle have been served at national banquets 29 times since 2009, and they are frequently selected as state gifts to foreign guests.

The company, in cooperation with Aurora Icewine Co Ltd, the biggest ice wine company in Canada, founded an ice wine chateau in Liaoning province in 2007.

Intl award winner

The ice wines produced here are substantially up to the standards regulated by Vintner's Quality Alliance, mak-



JU CHUANJIANG / CHINA DAILY

Chateau Changyu AFIP Global in Miyun county, Beijing, is a popular place for film stars, celebrities and business leaders to hold parties and wine appreciation events.

ing Changyu the only Chinese company authorized to use the logo that identifies quality ice wine regions.

In May 2011, Changyu-made ice wine won a prize at the Decanter World Wine Awards, a first for an Asian maker of ice wine. "Benefiting from cooperation with prestigious global wine chateaus, Changyu has achieved more in the past 10 years. The three chateaus scheduled to open in the second half of this year will enable the company to produce more customized chateau wine," Li said.

To sharpen its competitiveness in the high-end wine market, Changyu has been seeking cooperation with prominent wineries overseas and has established an international chateau alliance in 2009, the first of its kind in the world.

Besides the chateaus Changyu operates in China, the alliance involves Changyu Kely Estate of New Zealand, Chateau Liversan and Chateau Philippe-le-Hardi in France as well as Chateau Changyu Pioneer Sicily in Italy, which are all

big names in the industry.

Under the agreements, Changyu is the exclusive Chinese distributor of high-end wines produced by these overseas chateaus, and it permanently owns the wines' brands.

The agreements have proven to be win-win, expanding marketing channels to increase sales worldwide and promoting exchanges in winemaking techniques.

As early as 2006, Changyu teamed with Karikari Estate of New Zealand and create a new brand Changyu Kely Estate of New Zealand. The scenic chateau, home to a 100-acre vineyard and a coastal golf course, is targeting upper-class clientele and has a limited supply of vintage wines, including its most popular: Changyu Kely Sauvignon Blanc Dry White Wine.

"The alliance of famed global brands will become a new engine for driving the company's growth, and it will play an important role in promoting Changyu's brand in the international luxury wine market,"

said Sun Jian, deputy general manager of the company.

"Changyu will spare no effort to develop the alliance and look for more cooperation with prominent chateaus to provide consumers various wines from 17 major winemaking centers worldwide," said Zhou.

Wine culture

What sets it apart from others is that the chateau of Changyu is not only a winery but also a resort that provides a blend of services associated with wine. Tourists can help pick the grapes, visit the wine cellar, taste premium wines and train in wine appreciation.

Currently, the company has three 4A-class wine-themed scenic spots in China — the Changyu Castel Chateau, the Chateau Changyu AFIP Global, and the Yantai-based Changyu Wine Culture Museum.

They have become popular tourist destinations for experiencing wine culture, wine culture promotion and convening high-end meetings, with more

than 500,000 visitors annually, which play a viral role in promoting wine culture in China.

In the years to come, Changyu will build four more such places and establish wine culture centers across the country.

"Every chateau serves as a good window to the company's development and allows more people to learn about its time-honored winemaking culture," said Yu Bo, curator of the Changyu wine culture museum.

The Changyu-Castel Chateau provides tourists a place to pick grapes, create wine logos with their own photos and sample fine wines while enjoying its excellent natural views.

Many travel agencies offer tours of the Chateau Changyu AFIP Global. Orders for wine-themed trips to the chateau have been on the rise. It receives thousands of visitors every year, most of whom have taken to drinking the brand and are now loyal consumers of Changyu.

The European-style town was modeled after a French town near the Palace of Versailles and features the first wine-themed art center in China, a luxury restaurant and guestrooms. It has become a favorite place for a large number of film stars, celebrities and business leaders to hold parties and wine-appreciation activities. Guests even have the option of opening a private wine cellar here.

An annual ice wine festival was held at Changyu's ice wine chateau in Liaoning by the local government, which has vowed to make it a new local tourism brand.

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<p>Central Park - 新城国际</p> <p>ID: 1543 171sqm, 3+2bedrooms ¥95,000 phase II, garden view</p>	<p>Fortune Plaza - 财富中心</p> <p>ID: 2034 252sqm, 2bedrooms ¥42,000 high floor, south facing, good view</p>	<p>Palm Springs - 棕榈泉</p> <p>ID: 5907 175sqm, 3bedrooms ¥94,000 middle floor, garden view, lake view</p>	<p>Upper East Side (V) - 阳光上东安徒生花园</p> <p>ID: 4389 200sqm, 3bedrooms ¥95,000 south facing, garden view, nice balcony</p>
<p>River Garden Villa - 裕京花园</p> <p>ID: 2027 249sqm, 4bedrooms ¥35,000 type C, phase II, detached, nice garden</p>	<p>Rose and Ginkgo - 龙湖地湖山</p> <p>ID: 8933 350sqm, 4bedrooms ¥38,000 detached, big garden, open kitchen</p>	<p>Yosemite - 伏山美地</p> <p>ID: 4495 424sqm, 4bedrooms ¥45,000 type C4, semi-detached, big garden, big terrace</p>	<p>Dragon Bay Villa - 龙湾别墅</p> <p>ID: 2183 357sqm, 3bedrooms ¥30,000 detached, big garden, high ceiling living room</p>

Apartments for Rent in Beijing

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Chaoyang Park Area

<p>Greenlake Place - 观湖国际</p> <p>3Br. 180sqm nice furniture ¥13,000 4Br. 225sqm high floor ¥20,000 4Br. 260sqm middle floor ¥23,000 4Br. 298sqm garden view ¥30,000</p> <p>Palm Springs - 棕榈泉</p> <p>2Br. 138sqm south facing ¥15,000 3Br. 180sqm high floor ¥24,000 3Br. 225sqm good view ¥28,000 3Br. 230sqm high floor ¥30,000 4Br. 370sqm park view ¥45,000</p> <p>Park Avenue - 公园大道</p> <p>3Br. 170sqm nice balcony ¥20,000 3Br. 193sqm high floor ¥22,000 3Br. 256sqm park view ¥33,000 3+1Br. 212sqm high floor ¥28,000 4Br. 370sqm park view ¥45,000</p> <p>Oceanwide Int'l Residential District - 泛海国际</p> <p>3Br. 185sqm spacious layout ¥15,000 4Br. 245sqm high floor ¥24,000 4Br. 300sqm high floor ¥33,000</p> <p>Boya Garden - 博雅园</p> <p>2Br. 135sqm good view ¥11,000 3Br. 170sqm middle floor ¥14,000 4Br. 228sqm high floor ¥20,000</p> <p>Star River - 星河湾</p> <p>3Br. 260sqm garden view ¥23,000 3+1Br. 320sqm nice garden ¥33,000 4Br. 500sqm duplex ¥60,000</p>	<p>Dongshimen Area</p> <p>Seasons Park - 海晟名苑 2+1Br. 140sqm good view ¥13,000 3Br. 150sqm garden view ¥14,000 4Br. 250sqm garden view ¥33,000</p> <p>MOMA - MOMA 3Br. 230sqm high floor ¥22,000 3Br. 245sqm special offer ¥26,000 ¥20,000 4Br. 303sqm south facing ¥32,000</p> <p>POP MOMA - 当代MOMA 3Br. 147sqm high floor ¥13,000 3Br. 210sqm south facing ¥25,000</p>	<p>Villas for Rent in Beijing</p> <p>Airport Expressway Area</p> <p>Chateau Regalia - 丽晶王府 3Br. 250sqm nice garden ¥20,000 4Br. 323sqm viewcount ¥30,000 3Br. 465sqm east ¥38,000</p> <p>Dynasty Garden - 丽晶花园 3Br. D 286sqm 50sqm garden ¥21,000 4Br. D 400sqm two gardens ¥25,000 4Br. B 365sqm special offer ¥26,000 ¥28,000 5Br. H 600sqm big garden ¥45,000</p> <p>Rits Garden - 丽晶花园 4Br. 410sqm nice garden ¥40,000 4Br. 450sqm big garden ¥45,000 5Br. 500sqm full furniture ¥50,000</p> <p>Australian Garden - 澳景园 4Br. 450sqm 400sqm garden ¥38,000 5Br. 600sqm nice garden ¥55,000</p> <p>LA GRANDE VILLA - 壹天下 4Br. 275sqm nice garden ¥18,000 4Br. 375sqm full furniture ¥20,000</p>	<p>Jing Shun Road Close to WAB</p> <p>Beijing Riviera - 香江花园 4Br. A 403sqm big garden ¥42,000 4Br. B 406sqm detached ¥45,000 4Br. C 294sqm nice garden ¥40,000 3Br. E 240sqm modern furniture ¥35,000 4Br. F 465sqm big garden ¥65,000</p> <p>Lane Bridge Villa - 长岛澜桥 3Br. 296sqm nice garden ¥28,000 3Br. 380sqm big garden ¥36,000</p> <p>Orchid Garden - 康桥万代 4Br. 350sqm big garden ¥35,000 4Br. 400sqm nice garden ¥40,000</p> <p>Grand Hills - 太湖山庄 4Br. C 502sqm big garden ¥55,000 4Br. K 480sqm nice garden ¥50,000 5Br. J 711sqm big garden ¥75,000</p> <p>Quan Fa Garden - 泉发别墅 3Br. 280sqm special offer ¥26,000 ¥20,000 6Br. 650sqm nice garden ¥40,000</p>
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This newly decorated fully furnished apartment has spacious rooms including a big kitchen, high windows, good natural light, wooden flooring, and great views of the river flowing below.



Global Trade Mansion : 3Br 2Ba 258sqm ¥29,000 ID:3078
Large apartment with wooden flooring, beautiful south facing views of the garden and surrounding area, ornate fireplace, great for families with Eton International school 5 mins away.



Victoria Gardens : 3Br 2Ba 167sqm ¥23,000 ID:7527
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River Garden Villa : 4Br 4Ba 220sqm ¥30,000 ID:0904
This fully furnished detached villa comes with modern decor, a big garden, a sunroom and under floor heating throughout.

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Old House

¥ 35,000

Old House on Hengshan Rd
 Xuhui: 4Brs/240sqm LFHS0002

Huangpu Apt.

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Old House on Huaihai M. Rd
 Huangpu: 4Brs/350sqm LFHH0012

Pudong Apt.

¥ 55,000

Old Apt on Wuxing Rd
 Xuhui: 4Brs/226sqm WXR0005

Villa

¥ 24,000

Baccarat Residences
 1Brs/108sqm LBK0004

Lakeville

¥ 16,000

Skyline Mansion
 Pudong: 2Brs/170sqm SDJP0076

Tomson Golf Apartments

¥ 45,000

Rancho Santa Fe
 Minhang: 4Brs/285sqm LQ0088

Forest Manor

¥ 45,000

Lakeville
 3+1Brs/281sqm LCR0006

Lanson Place

¥ 25,000

Tomson Golf Apartments
 Pudong: 4Brs/258sqm TCG0027

Dawn Garden

¥ 55,000

Forest Manor
 Minhang: 4Brs/380sqm XJZY0011

Sunny Garden

¥ 48,000

Lanson Place
 3Brs/191sqm LCR0006

Ascott Huai Hai Road

¥ 20,000

Dawn Garden
 3Brs/180sqm XV0048

Shimao Riviera Garden

¥ 40,000

Sunny Garden
 Changning: 4+1Brs/320sqm SG0005

Vizcaya Villa

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Ascott Huai Hai Road
 1Brs/110sqm YSG0002

Shimao Riviera Garden

¥ 28,000

Shimao Riviera Garden
 3Brs/232sqm SMBJ0152

Vizcaya Villa

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Vizcaya Villa
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Vizcaya Villa

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 3Brs 190sqm ¥ 26,000
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 2Brs 188sqm ¥ 29,000
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 3Brs 390sqm ¥ 80,000
 4Brs 260sqm ¥ 50,000
 4Brs 324sqm ¥ 68,000
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 4Brs 175sqm ¥ 15,000
 4Brs 245sqm ¥ 23,000
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 3Brs 143sqm ¥ 18,000
 4Brs 165sqm ¥ 22,000
 4Brs 250sqm ¥ 36,000
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 2Brs 123sqm ¥ 11,000
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 1Br 266sqm ¥ 40,000
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 3Brs 190sqm ¥ 31,000
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- Richgate 华府天地 (Apt.)**
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 2Brs 120sqm ¥ 15,000
 3Brs 160sqm ¥ 16,000
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 3Brs 161sqm ¥ 20,000
 3Brs 280sqm ¥ 40,000
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 3Brs 242sqm ¥ 30,000
 4Brs 324sqm ¥ 40,000
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 3Brs 155sqm ¥ 14,000
 3Brs 178sqm ¥ 15,000
 3Brs 210sqm ¥ 20,000
 3Brs 270sqm ¥ 25,000
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 4Brs 224sqm ¥ 20,000
- Elite Garden 富虹花园 (Villa)**
 3Brs 200sqm ¥ 20,000
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 5Brs 270sqm ¥ 30,000
 4Brs 354sqm ¥ 38,000
 6Brs 400sqm ¥ 50,000
- Sunny Garden 新绿花园 (Villa)**
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 5Brs 300sqm ¥ 38,000
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Qingpu & Minhang

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 4Brs 284sqm ¥ 28,000
 4Brs 299sqm ¥ 30,000
- Lakeside Villa 湖畔佳苑 (Villa & Apt.)**
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 4Brs 271sqm ¥ 25,000
 4Brs 374sqm ¥ 25,000
 6Brs 428sqm ¥ 38,000
 6Brs 600sqm ¥ 55,000
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 5Brs 380sqm ¥ 32,000
 5Brs 500sqm ¥ 52,000
 5Brs 355sqm ¥ 40,000
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 5Brs 350sqm ¥ 30,000
 7Brs 400sqm ¥ 25,000
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 3Brs Apt. 170sqm ¥ 15,000
 4Brs 250sqm ¥ 30,000
 5Brs 304sqm ¥ 40,000
 5Brs 350sqm ¥ 45,000
 7Brs 500sqm ¥ 58,000
- Long Beach Garden Villa 长堤花园别墅 (Villa)**
 4Brs 580sqm ¥ 35,000
 6Brs 405sqm ¥ 35,000
 6Brs 690sqm ¥ 40,000
- Westwood Green 西郊林语湖苑 (Villa)**
 4Brs 270sqm ¥ 18,000
 4Brs 315sqm ¥ 25,000
 4Brs 350sqm ¥ 20,000
 5Brs 400sqm ¥ 25,000
- Jushi Western Suburban 久事西郊 (Villa)**
 4Brs 270sqm ¥ 20,000
 5Brs 300sqm ¥ 20,000
 5Brs 450sqm ¥ 25,000
 5Brs 521sqm ¥ 42,000
 5+1Brs 374sqm ¥ 20,000

Le Chambord 圣堡别墅 (Villa)

- 5Brs 324sqm ¥ 30,000
 5Brs 360sqm ¥ 40,000
 5+1Brs 450sqm ¥ 45,000
- Villa Riviera 沁风雅苑 (Villa)**
 3Brs 350sqm ¥ 35,000
 4Brs 400sqm ¥ 55,000
 6Brs 523sqm ¥ 40,000
- Dream House 观庭 (Villa)**
 4Brs 365sqm ¥ 25,000
 4Brs 476sqm ¥ 55,000
 5Brs 500sqm ¥ 35,000

Pudong

- Shimao Riviera Garden 世茂滨江花园 (Apt.)**
 2Brs 147sqm ¥ 13,000
 3Brs 232sqm ¥ 18,000
 4Brs 278sqm ¥ 21,000
 4Brs 330sqm ¥ 27,000
 5Brs 502sqm ¥ 65,000
- Yanlord Town 仁恒河滨城 (Apt.)**
 3Brs phase III 151sqm ¥ 12,000
 3Brs 151sqm ¥ 12,000
 4Brs 207sqm ¥ 22,000
 4Brs phase III 320sqm ¥ 35,000
 4Brs 360sqm ¥ 38,000
- Yanlord Garden 仁恒滨江花园 (Apt.)**
 2Brs 138sqm ¥ 10,000
 3Brs 165sqm ¥ 13,000
 4Brs 217sqm ¥ 25,000
 4Brs 285sqm ¥ 26,000
 4Brs 314sqm ¥ 28,000
- Shimao Lakeside Garden 世茂湖滨花园 (Apt.)**
 2Brs 166sqm ¥ 12,000
 3Brs 206sqm ¥ 13,000
 4Brs 218sqm ¥ 15,000
- Skyline Mansion 盛大金邸 (Apt.)**
 3Brs 205sqm ¥ 20,000
 3Brs 266sqm ¥ 25,000
 3+1Brs 303sqm ¥ 32,000
- IFC Residences 国金汇 (Apt.)**
 2Brs 150sqm ¥ 42,000
 3Brs 213sqm ¥ 65,000
 4Brs 266sqm ¥ 64,000
- Fortune Residence 财富湾 (Apt.)**
 2Brs 280sqm ¥ 28,000
 2+1Brs 253sqm ¥ 25,000
 3+1Brs 340sqm ¥ 40,000
 3+1Brs 376sqm ¥ 50,000
- Dawn Garden 碧云晓园 (Apt.)**
 3Brs 210sqm ¥ 22,000
 3Brs 180sqm ¥ 18,000
 4Brs 380sqm ¥ 38,000
 4Brs 400sqm ¥ 38,000
- Green Court 碧云花园 (Apt.)**
 3Brs 175sqm ¥ 22,000
 4Brs 262sqm ¥ 24,000
 4+1Brs 270sqm ¥ 28,000
- San Marino Bridge 圣玛利亚桥 (Villa)**
 4Brs 350sqm ¥ 30,000
 4Brs 455sqm ¥ 58,000
 5+1Brs 449sqm ¥ 40,000
- Vizcaya Villa 维诗凯亚 (Villa)**
 5Brs 414sqm ¥ 60,000
 5Brs 455sqm ¥ 58,000
 5Brs 500sqm ¥ 55,000
- The Emerald 绿宝园 (Villa)**
 3Brs 200sqm ¥ 30,000
 3Brs 288sqm ¥ 35,000
 4Brs 381sqm ¥ 40,000
 5Brs 500sqm ¥ 60,000
- The Greenhills 云间绿大地 (Villa)**
 3Brs 175sqm ¥ 15,000
 5Brs 240sqm ¥ 32,000
 4Brs 360sqm ¥ 35,000
 5+1Brs 450sqm ¥ 55,000
 7Brs 519sqm ¥ 66,000
- Season Villas 四季雅苑 (Villa)**
 4Brs 224sqm ¥ 49,000
 4Brs 336sqm ¥ 49,000
- Tiziano Villa 提普别墅 (Villa)**
 4Brs 400sqm ¥ 45,000
 5Brs 375sqm ¥ 42,000
 5Brs 515sqm ¥ 35,000
- Shimao Lakeside Garden 世茂湖滨 (Villa)**
 3Brs 290sqm ¥ 33,000
 4Brs 382sqm ¥ 35,000
 5Brs 405sqm ¥ 38,000
- Tomson Riviera Garden 汤臣湖庭花园 (Villa)**
 4Brs 382sqm ¥ 48,000
 5Brs 398sqm ¥ 55,000
 6Brs 400sqm ¥ 50,000
- Regency Park 御翠园 (Villa)**
 4Brs 350sqm ¥ 50,000
 4+1Brs 450sqm ¥ 58,000
 5Brs 667sqm ¥ 60,000
- Tomson Golf Villas 汤臣高尔夫 (Villa)**
 5Brs 430sqm ¥ 30,000
 7Brs 500sqm ¥ 45,000
 5+2Brs 700sqm ¥ 55,000